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# L. J. FARMER'S

## Descriptive Price List

*Regular Catalog will be issued in February*



### The Plum Farmer Black Raspberry

This is the greatest black cap raspberry that has ever been introduced. It was found by us in a batch of plants received from Ohio some 15 years ago. We have propagated and sold it every since and have yet to meet the man who thinks there is anything near as good in the blackcap. It is grown and appreciated from Maine to California and everywhere receives the greatest praise. In 1909, a grower who lives about 10 miles from us, shipped 90 crates to New York City, which sold for over \$600. It is being planted for evaporating and fresh use to the exclusion of all others. The plants are very healthy, have a silvery bluish appearance when ripened in the fall and succeed where others fail. The fruit is grayish black, very firm, attractive, of the very highest flavor and is adapted for evaporating, as well as for fresh market or home use. I know of no fruit which pays growers in this locality as well. Buyers stand ready to pay the farmers 12c at their doors and the fresh fruit often retails in the cities for 25c per quart. We handled nearly 500,000 of these plants during the season of 1910 and have the largest stock of any one, to offer this year. We possibly have more plants under our control than all other dealers combined and can offer them in large quantities at a low price. Now is the time to plant the Plum Farmer. Price for 1 year old transplants 50c per dozen, \$2 per 100, \$15 per 1000. Tip plants 50c per dozen, \$1.50 per 100, \$10 per 1000.

### The Royal Purple Raspberry

Purple raspberries are more vigorous and productive than either reds or blacks and will succeed in unfavorable locations when reds and blacks fail. For this reason they are recommended for the average planter. There is usually more money in growing Columbians and Schaffers at 8c per quart than Cuthberts at 15c. The Royal Purple is the greatest advance yet made in purple raspberries. What I think of The Royal Purple is best expressed by the fact that I pay \$1000 to control the sale of the plants. Schaffer is too soft and musses when picked and allowed to stand in the basket. Columbian has a large peduncle or stem and while the berry is naturally firm, it breaks and crumbles when picked, is hard to get off and unless the field is well cultivated and the fruit fully ripe, it is impossible to pick them without crumbling. The Royal Purple is dry, hard and firm, does not crumble and can be picked before fully ripened, as it comes off the stem easily. Being easy to pick, the tendency is to gather them before fully ripe and they do not have that sickly dull ashen color that purple raspberries usually have. It was no trouble for us to get 15c per quart for our crop of Royal Purples this year. One great point in favor of the Royal Purple, is its lateness. The Columbians were in their prime July 23rd this year, while the Royal Purples did not get at their best until over a week later and were still making good pickings August 20th, on last year's growth. The plants are strong sturdy growers, nearly thornless and when the canes are ripened in the fall and winter are of a beautiful dark red color. The original bush has stood in a stiff blue grass sod and bore fruit for 13 successive seasons without fail. It is the hardiest purple raspberry the writer has ever seen, having withstood 35% below zero without injury. It will go through the winter uninjured when Schaffer and Columbian freeze back to the ground. The fruit is same size as Columbian with us and is so firm and dry that it can be picked and shipped long distances in quart boxes. We own and control the entire stock of Royal Purples with the exception of a very few plants sold at retail the past two seasons. Price 1 year transplants 50c each, \$5.00 per dozen, \$35.00 per 100, Tips 30c each, 4 for \$1.00, dozen \$2.50, 100, \$20.00.





### The Idaho Red Raspberry

This new red raspberry was found growing in the state of Idaho. The plants are strong growers and if given a fair chance, soon assert themselves. They are not such rampant growers as Cuthbert and do not soon incumber the ground with useless plants, but they are sturdy growers and are not easily choked out by weeds or other varieties. The plants are the hardiest of all red raspberries, have withstood 30% below zero and I believe they will easily stand 40% below zero. They rarely ever grow over 3½ feet high and never have required trimming with us. They branch naturally like a tree and require very little attention except to be kept clean of weeds and grass.

The fruit is very large, some berries attaining over 1 inch in diameter, of a deep red color and very attractive. It is very fine flavored. The season is early to late, ripening over the longest season of any red raspberry we have, beginning with Marlboro and lasting long after London and Cuthbert are done. I am able to sell the fruit for the best price of any raspberry we grow. We are planting it extensively for fruit and as soon as its merits are well known, the demand for plants will be enormous. We have fruited it now for three years and consider it the most valuable of all red raspberries. Cuthbert is the only one that anywhere near equals it. It will grow and produce an enormous crop where Cuthberts will freeze out entirely. Retail price, 35c each, 3 for \$1.00, dozen \$3.00, \$20.00 per 100.



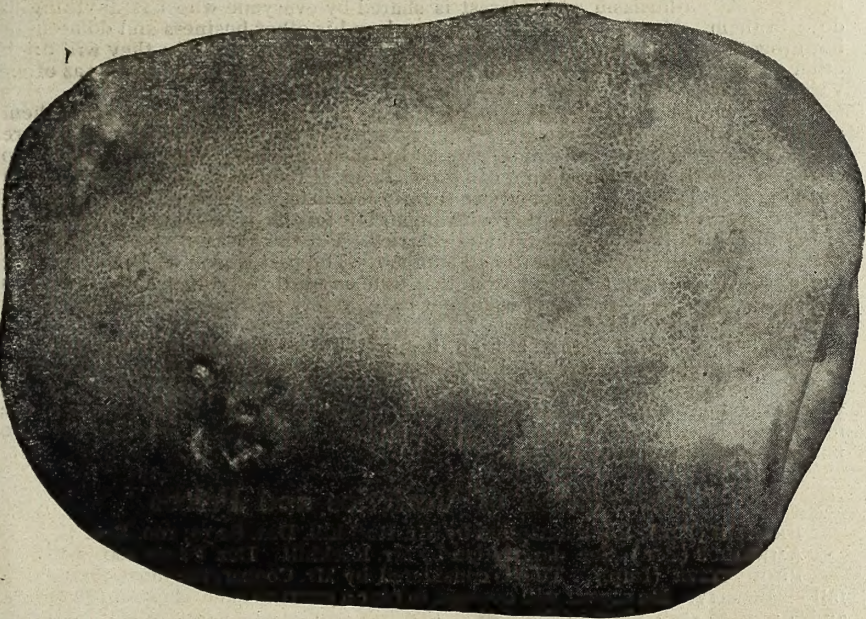
### The Hastings Potato

There is just Irish enough in me to appreciate a good potato and I never have seen anything equal to the Hastings. This variety originated about 14 miles from our farm several years ago, and now is more largely grown in that locality than all other varieties combined. It is a very late potato and requires a full season to attain its greatest perfection in yield and flavor. It should be planted early for best results, and, growing through a long season as it does, it takes advantage of every bit of rain that comes and is able to produce a big crop of tubers when



varieties of shorter season will often fail. It is such a rank vigorous grower that it covers the ground with vines which are practically immune to blight, and bugs.

It produces potato balls every year. The tubers are white in color, roundish in shape, the popular market type, and are very fine grained and of excellent flavor. Unlike most late potatoes, it is good to eat, like early varieties, as soon as dug in the fall. The flesh is very solid and tubers of ordinary size are real heavy. It is rarely you find a hollow specimen. This variety has yielded 400 bushels to the acre on ordinary soil when with the same care, on the same soil right beside them, Carman, Rural New Yorker and others produced but half the yield. The tuber used to make the above illustration weighed about 1 pound and was a typical specimen of the Hastings variety. It was planted in the spring of 1909 and produced 83 lbs. of potatoes. The tuber was cut to single eyes and planted in 14 hills. I never before heard of such a yield from one potato in one season. We are introducers and headquarters for the Hastings potato. Retail price, 1 tuber 25c, pk. 75c, bushel \$2.00.



138 pounds of Potatoes from 1 pound of Seed, (1 tuber).

Stafford County, N. H., Dec. 3rd, 1910.

Dear Sir:—In looking over your catalogue I saw what your cousin raised from the Hastings' potato weighing over one pound.

Now I will tell you what I raised from the potato you sent me last spring. It weighed just one pound. You may think it a big story but it is a fact, my father and my wife can vouch for it. I made 21 hills, cut to one eye and some of the eyes I split. I planted them deep and made no hill around them. The tops covered the ground and spread out from 3½ to 4 feet wide. No bugs on them of any amount. They were green until the frost killed them which was quite late. Those that saw them said they never saw such tops and such potatoes, some of them weighed nearly two pounds. I dug 138 pounds of potatoes from the one pound. I thought I must write you as you thought your cousin raised a big lot from the one potato.

Respectfully yours,  
FRANK E. SCRANTON.

Westchester County, N. Y., Dec. 19th, 1910

L. J. Farmer,

Dear Sir:—Send me your catalogue for the year. Please give me price on order below.

5 barrels of Hastings potato.  
5 barrels of Michigan potato.  
100 Blowers blackberry.  
200 Plum Farmer raspberries.  
1 Barred Plymouth Rock cockerel.  
2 White Leghorn cockerels.  
1 White Plymouth Rock cockerel.

Please answer as soon as possible.

Last year I bought 1 barrel of Michigan and raised 19 barrels of potatoes and received \$2.60 for every barrel of the 19. And the same with the Hastings.

Very Truly Yours,  
ALFRED A. THORP.

## Price List of Strawberry Plants

### Extra Early Varieties

Early Ozark, doz. 50c; 100, \$2; 1000, \$10.  
Excelsior, doz. 15c; 100, 50c; 1000, \$3.  
Johnson's Early, doz. 15c; 100, 50c; 1000, \$3.50.  
Earliest, doz. 15c; 100, 50c; 1000, \$3.  
Michels Early, doz. 15c; 100, 50c; 1000, \$3.  
August Luther, doz. 15c; 100, 50c; 1000, \$3.50.  
Fairfield, doz. 15c; 100, 50c; 1000, \$3.50.  
Beeder Wood, doz. 15c; 100, 50c; 1000, \$4.

### Early Varieties

Senator Dunlap, doz. 15c; 100, 50c; 1000, \$3.50.  
New Discovery, doz. 50c; 100, \$2.00; 1000, \$10.  
Warfield, doz. 15c; 100, 50c; 1000, \$3.  
World's Wonder, doz. 15c; 100, 50c; 1000, \$3.50.  
Chipman, doz. 20c; 100, 60c; 1000, \$5.  
Success, doz. 15c; 100, 50c; 1000, \$3.50.  
Marshall, doz. 25c; 100, 75c; 1000, \$6.  
Red Bird, doz. 15c; 100, 50c; 1000, \$3.  
Abington, doz. 25c; 100, 75c; 1000, \$6.  
Crescent, doz. 15c; 100, 50c; 1000, \$3.  
Wilson, doz. 15c; 100, 50c; 1000, \$4.  
Lady Roosevelt, doz. 25c; 100, \$1.  
Virginia, doz. 15c; 100, 50c; 1000, \$3.50.  
Haverland, doz. 25c; 100, 75c; 1000, \$5.00.



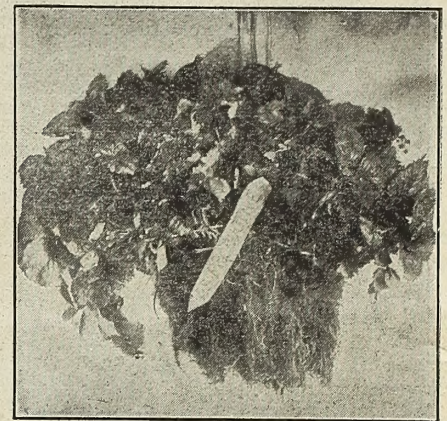
Ideal Rows of Early Ozark Strawberry, L. J. Farmer's Place. (Photo Taken Oct. 20, 1910.)

### Mid-Season Varieties

Oswego, doz. 25c; 100, 75c; 1000, \$6.  
Peach, doz. 50c; 100, \$2; 1000, \$10.  
Kevitt's Wonder, doz. 50c; 100, \$2; 1000, \$10.  
Dickie, doz. 25c; 100, 75c; 1000, \$5.  
Wm. Belt, doz. 25c; 100, 75c; 1000, \$6.  
Golden Gate, doz. 50c; 100, \$2; 1000, \$10.  
President, doz. 25c; 100, 75c; 1000, \$6.  
Uncle Jim, doz. 25c; 100, 75c; 1000, \$6.  
Corsican, doz. 25c; 100, 75c; 1000, \$6.  
Hummer, doz. 15c; 100, 50c; 1000, \$4.  
Buster, doz. 15c; 100, 50c; 1000, \$4.  
Three W's, doz. 15c; 100, 50c; 1000, \$4.  
Great Scott, doz. 15c; 100, 50c; 1000, \$4.  
Pocomoke, doz. 15c; 100, 50c; 1000, \$4.  
Mammoth Beauty, doz. 15c; 100, 50c; 1000, \$4.  
Mead, doz. 15c; 100, 50c; 1000, \$4.  
Splendid, doz. 15c; 100, 50c; 1000, \$3.50.  
Edgar Queen, doz. 15c; 100, 50c; 1000, \$3.50.  
McKinley, doz. 25c; 100, 75c; 1000, \$6.  
Norwood, doz. 50c; 100, \$2; 1000, \$15.  
Improved Bubach, doz. 15c; 100, 50c; 1000, \$4.  
Idaho, doz. 25c; 100, 75c; 1000, \$6.  
Jessie, doz. 25c; 100, 75c; 1000, \$6.  
Bountiful, doz. 25c; 100, 75c; 1000, \$6.  
Sharples, doz. 25c; 100, 75c; 1000, \$6.  
Williams, doz. 25c; 100, 75c; 1000, \$6.  
Klondike, doz. 15c; 100, 50c; 1000, \$3.50.  
King Edward, doz. 25c; 100, 75c; 1000, \$6.  
Sherman, doz. 25c; 100, \$2; 1000, \$10.  
No Name, doz. 15c; 100, 50c; 1000, \$4.

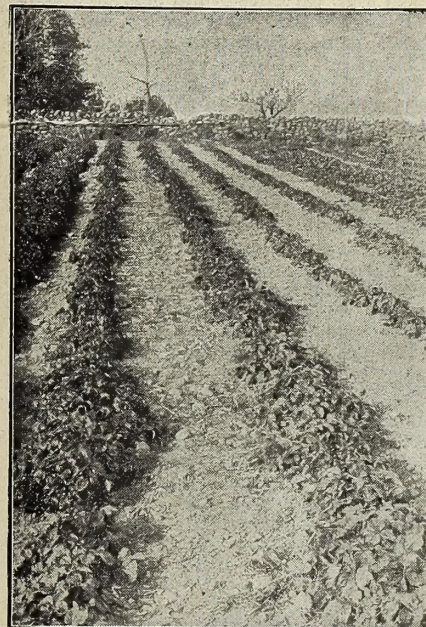
### Extremely Late Varieties

Champion (Steven's Late), doz. 15c; 100, 50c; 1000, \$4.  
Omega, doz. 50c; 100, \$2; 1000, \$10.



A Bunch of 25 Plants of "Productive" Strawberry Photo Taken Nov. 11, 1910.

Chesapeake, doz. 25c; 100, 75c; 1000, \$6.  
Crimson Cluster, doz. 15c; 100, 50c; 1000, \$4.  
Parker Earle, doz. 25c; 100, 75c; 1000, \$6.  
Rough Rider, doz. 25c; 100, 75c; 1000, \$6.  
Ridgway, doz. 25c; 100, 75c; 1000, \$6.  
Gandy, doz. 15c; 100, 50c; 1000, \$4.  
Fremont Williams, doz. 25c; 100, 75c; 1000, \$6.



Showing Comparative Growth of Pan American and Francis & Americus, Under the Same Conditions. Photo Taken Oct. 20, 1910.

### Late Varieties

Sample, doz. 15c; 100, 60c; 1000, \$5.  
Oom Paul, doz. 25c; 100, 60c; 1000, \$5.  
Aroma, doz. 20c; 100, 60c; 1000, \$5.  
Fendall, doz. 25c; 100, 75c; 1000, \$6.  
Heritage, doz. 25c; 100, 75c; 1000, \$6.  
Saratoga, doz. 15c; 100, 50c; 1000, \$4.  
Cardinal, doz. 15c; 100, 60c; 1000, \$5.  
Brandywine, doz. 15c; 100, 50c; 1000, \$4.  
Glen Mary, doz. 25c; 100, 60c; 1000, \$5.  
Enormous, doz. 15c; 100, 60c; 1000, \$5.

### Fall Bearing Varieties

Autumn, doz. 50c; 100, \$3; 1000, \$20.  
Pan American, doz. \$1.75; 100, \$10; 1000, \$75.  
Productive, doz. \$2.50; 100, \$15; 1000, \$150.  
Superb, doz. \$5.00; 100, \$40; 1000, \$400.  
Francis, doz. \$2.50; 100, \$20; 1000, \$200.  
Americus, doz. \$2.50; 100, \$20; 1000, \$200.

## Red Raspberries

Cuthbert, doz. 35c; 100, \$1.25; 1000, \$10.  
Marlboro, doz. 35c; 100, \$1.25; 1000, \$10.  
London, doz. 35c; 100, \$1.25; 1000, \$10.  
Miller, doz. 35c; 100, \$1.25; 1000, \$10.  
Ruby, doz. 35c; 100, \$1.25; 1000, \$10.  
Dan Scriber, doz. 35c; 100, \$1.25; 1000, \$10.

Eaton, doz. 50c; 100, \$3; 1000, \$20.  
Idaho, doz. \$3; 100, \$20; 1000, \$150.

### Black Raspberries

Plum Farmer, doz. 50c; 100, \$1.50; 1000, \$10.  
Plum Farmer (1 year old), doz. 50c; 100, \$2; 1000, \$15.



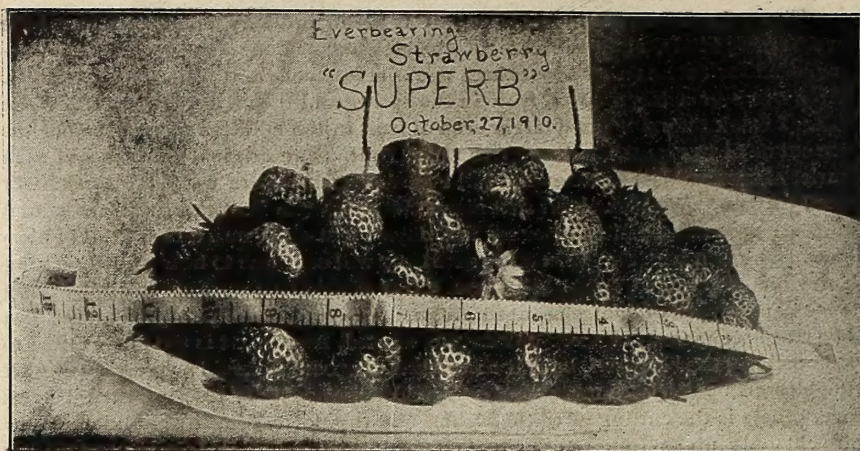


PLATE OF SUPERB STRAWBERRIES. Photo Taken Oct. 27, 1910.

**Black Raspberries—Continued**

Cumberland, doz. 50c; 100, \$1.50; 1000, \$10.  
 Kansas, doz. 50c; 100, \$1.50; 1000, \$10  
 Black Diamond, doz. 50c; 100, \$1.50; 1000, \$10.

**Purple Raspberries**

Schaffer's Colossal, doz. 50c; 100, \$1.50 1000, \$10.  
 Columbian, doz. 50c; 100, \$1.50; 1000, \$10.  
 Cardinal. doz. 50c; 100, \$2; 1000, \$15.

Royal Purple, doz. \$2.50; 100, \$20; 1000, \$150.

Royal Purple (1 year old), doz. \$5; 100, \$35; 1000, \$250.

**Blackberries**

Snyder, doz. 35c; 100, \$1.25; 1000, \$10.  
 Taylor, doz. 50c; 100, \$2; 1000, \$15.  
 Eldorado, doz. 50c; 100, \$2; 1000, \$15.  
 Ward, doz. 50c; 100, \$2; 1000, \$15.  
 Blowers, doz. 75; 100, \$3; 1000, \$25.  
 Ward, doz. \$1.00; 100, \$5 00; 1000, \$40.

**Currants, Gooseberries, Grapes, Asparagus, Etc.**

**Currant Plants, 2 yrs. Old**

Perfection, 3 yr. old, extra large and fine, 25c each; doz. \$2.50; 100, \$14; 2 year old first class, 20c each; doz. \$2; 100, \$10.  
 Fay's Prolific, 10c each; doz. \$1; 100, \$5.  
 Wilder, 10c each; doz. \$1; 100 \$5.  
 White Grape, 10c each; doz. \$1; 100, \$5.  
 Red Cross 10c each; doz. \$1; 100, \$5.  
 Pomona, 10c each; doz. \$1; 100, \$5.

Red Wing (New), \$5 each.  
 Moore's Diamond, 10c each; doz. \$1.00 100, \$7.  
 Moore's Early, 10c each; doz. \$1.00; 100, \$7.  
 Brighton, 10c each; doz. \$1; 100, \$7.  
 Catawba, 10c each; doz. \$1; 100, \$7.  
 Agawam, 10c each; doz. \$1; 100, \$7.  
 Lindley, 10c each; doz. \$1; 100, \$7.  
 Delaware, 15c each; doz. \$1.50; 100, \$10.  
 Green's Early, 15c each; doz. \$1.50; 100, \$12 00.  
 Early Daisy, 25c each; doz. \$2.50.  
 Lucile, 25c each; doz. \$2.50.

**Asparagus Roots, 2 yrs. Old**

Conover's Colossal, doz. 25c; 100, 75c; 1000, \$4 50.  
 Palmetto, doz 25c; 100, 75c; 1000, \$5.00.  
 Barr's Mammoth, doz. 25c; 100, 75c; 1000, \$5 00.  
 Columbian White, doz. 25c; 100, 75c; 1000, \$5.00.  
 Donald's Elmore, doz. 25c; 100, 75c; 1000 \$5.00.  
 Giant Argenteil, doz 25c; 100, 1 00; 1000, \$6 00.

**Pie Plant Roots**

Linnaeus, 10c each; doz. 75c; 100, \$5.  
 Victoria, 10c each; doz. 75c; 100, \$5.



One Young Plant of "Superb" Strawberry in Fruit.  
 Photo Taken Nov. 11, 1910.

**Gooseberry Plants, 2 yrs. Old**

Downing, 15c each; doz. \$1.50, 100, \$10.  
 Jesselyn, 15c each; doz. \$1.50, 100, \$10.  
 Houghton, 15c each; doz. \$1.25; 100, \$8.  
 Industry, 20c each; doz. \$2; 100, \$15.  
 Chantauqua, 20c each; doz. \$2; 100 \$15.  
 Keepsake, 20c each; doz. \$2; 100, \$15.  
 Columbus, 20c each; doz. \$2; 100, \$15.  
 Portage, 20c each; doz. \$2; 100, \$15.  
 Triumph, 15c each; doz. \$1.50; 100, \$10.  
 Pearl, 15c each; doz. \$1.50; 1000, \$10.  
 Carrie (new), 50c each; doz. \$5.

**Grape Vines, 2 yrs. Old**

Concord, 10c each; doz. 75c; 100, \$5.  
 Worden, 10c each; doz. \$1; 100, \$7.  
 Niagara, 10c each; doz. \$1; 100, \$7.  
 Green Mountain, 25c each; doz. \$2.50.  
 McPike, 20c each; doz. \$2.00.  
 Campbell's Early, 25c each; doz. \$2.50.  
 Townsend (New), \$1 each.



Baskets of Berries and Fruiting Plants of Francis and Americus, taken from Mr. Crawford's grounds by L. J. Farmer, Oct. 24, 1910.



**Horse Radish Roots**

Ordinary, doz. 25c; 100, 75c; 1000, \$5.  
Maliner Kren, doz. 35c; 100, \$1; 1000, \$8.

**Sage Plants**

Common Sage, 50c per doz.; \$3 per 100.  
Holt's Mammoth, doz. \$1.00; 100, \$5.

**Out Door Roses**

2 year old, 25c each; Small Size, 15c each.

Crimson Rambler, Baby Rambler, Dorothy Perkins, Yellow Rambler, White Rambler, Alfred Colcomb, American Beauty, Anna de Diesbach, Caprice, Coq. des Alpes, Coq. des Blanches, Earl of Dufferin, Fisher Holmes, Gen. Jacqueminot, Gen. Washington, Glorie de Margotten, John Hopper, LaFrance, Mad. Gab. Luizet, Mad. Planter, Magna Charta, M. P. Wilder, Marg. Dickson, Mrs. John Laing, Paul Neyron, Persion Yellow, Prince Camille de Rohan, Salet, Crested Moss, Blanche Moreau.

**Clematis Vines**

Jackmanni, 35c; Henryii, 35c; Mad. Ed. Andre, 35c; Baron Veillard 35c.  
One plant of each variety, \$1.25.

**Seed Potatoes**

Early Michigan, 1 tuber, 15c; peck, 35c; bu., \$1.25; 10 bu., \$10.  
Burpee's Extra Early, same price as Michigan.  
Hastings, 1 tuber, 25c; peck, 75c; bu., \$2.00; 10 bu. for \$15.

**Berry Crates and Baskets**

32 quart crates, 50c each; doz. \$5.  
36 quart crates, 60c each; doz. \$6.  
Baskets,—50c per 100; \$4 per 1000

**Poultry Department**

We can supply birds of most standard breeds at \$2.50 each; \$6 per trio.  
Eggs of Most Standard Breeds, including White Wyandottes, which we breed ourselves, at \$1 per 13; \$1.75 per 26 and \$5 per 100.

**You ought to have a Copy of "Farmer on the Strawberry" Only 25 Cents Prepaid.**

Madison, Wisconsin, Dec. 21, 1910.

Dear Mr. Farmer:—

Some months ago I secured your Strawberry Book and have studied it carefully, as I have everything else that I could get on the subject. The information gained from your book I consider far and way beyond everything else that I have studied.

S. W. MERRICK, Secretary and General Manager,  
Wisconsin Rubber Company.

# What I Know About Fall Bearing or Everbearing Strawberries.

When you speak about fall bearing or everbearing strawberries to the average farmer or fruit grower, he looks askance, and the way he takes your remarks, makes you feel cheap and you cannot help feeling that he takes you for a faker. When I first heard of these new berries, I had thoughts very similar to everybody else when they first hear of them. Well, the way my ideas have changed within the past few months is best expressed in the words of a neighboring friend whom



L. J. FARMER'S CHILDREN AMONG THE FALL BEARING STRAWBERRIES  
Photograph taken August 31, 1910

I stopped and asked to examine my beds of these berries. He was surprised and delighted and when he went away he said, "Well, Farmer, I am surprised! When you asked me to stop and look at fall bearing berries, it did not impress me very forcibly. I thought it was just a happenstance where a few plants had chanced to bear in the fall, as ordinary varieties of strawberries sometimes will."

The class of strawberries I am to write about in this article must not be confused with the French everbearing strawberries, the seeds of which are advertised every year by some seedmen to produce a crop within a few months after planting. I understand that while these berries are everbearing all right, they are small and of comparatively little value in this country. The berries about which I wish to speak are of the same type as our common garden or cultivated strawberry, in size and general characteristics, except that they bear fruit from the regular fruiting season of strawberries until hard freezes in the fall or winter, from June till December in this locality.





SHOWING FRESH PICKED BERRIES AND PLANTS IN BEARING

Photograph taken August 31, 1910

My attention was first attracted to this type of strawberries by the receipt of a baking powder box full of them from my old friend, Samuel Cooper, of Cattaraugus County, N. Y. Mr. Cooper wrote me that he had found a fall bearing runner, a sport from the old Bismark strawberry, growing on his grounds; that he had propagated from this runner and that the characteristic of bearing berries throughout the summer and fall was fixed. Well, I was not very deeply impressed but I wrote him my opinion and acknowledged the receipt of the berries. The year of the Pan-American Exposition at Buffalo, Mr. Cooper had a good display of these berries at the Exposition and the berry was named "Pan American." The Pan American is self-fertilizing. Another seedling of Mr. Cooper's is "Autumn," a pistillate, which is not so valuable as a fall bearing sort, but is enormously productive when fruited in the regular strawberry season. I was particularly impressed with the value of the Pan American strawberry by seeing the large and fine exhibit of the fruit at the New York State Fair a year or so later. Since this time I have handled thousands of plants of this variety for Mr. Cooper and other growers, and I understand the demand has been so great that it exceeds the supply every year, although the wholesale price is fully forty times that of ordinary strawberry plants.

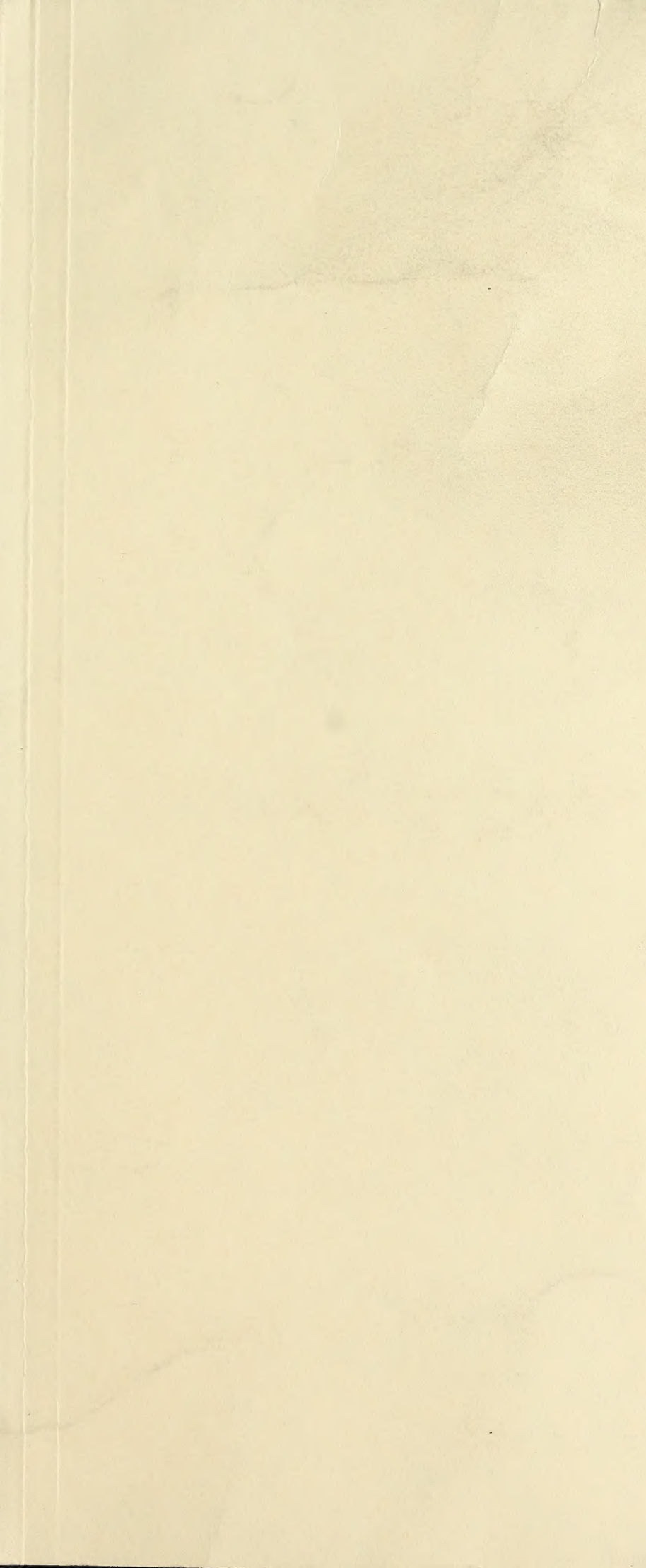
The Pan American strawberry is just as persistent in bearing a crop of strawberries in the fall as other varieties are in the spring—in fact, more so. You can hardly prevent them from bearing. You pinch off the fruit stems and more will appear in a few days. If you cut off the blossoms of an ordinary strawberry, that is the last of it and you get no fruit the same season unless there is an extreme drouth or an unusual spell of weather that will interfere with normal growth.

The Pan American is the first of a new race of strawberries, which will be known as "everbearing strawberries," and which will revolutionize the strawberry business. There are many people who prefer fresh strawberries to any other fruit and when they find they can have them on the table from June until December—nice large strawberries and plenty of them—the demand for this class of plants will be enormous. While the Pan American has great value, it has many faults and will soon be surpassed by larger, more productive and better varieties. One thing in passing, I wish to mention, and it is this: The public should never forget that Mr. Cooper is the originator of this type of strawberries and deserves great credit for developing and putting the Pan American on the market. The everbearing strawberries are far more valuable than many kinds of fruits that are heralded as god-sends to mankind. Mr. Cooper keeps on experimenting and now has several new seedlings coming on which promise great value. One, a pistillate, he claims will bear more fruit in the fall than any everbearing strawberry ever produced. He has sent me photographs which seem to prove his claims.

Others are working along this line, but Mr. Harlow Rockhill, of Iowa, seems so far, to have attained the greatest results. My attention was first called to his work by the receipt of a letter from Matthew Crawford, the great strawberry expert of Ohio. In this letter Mr. Crawford told me that Mr. Rockhill had solved the problem of having strawberries all summer. I began correspondence with Mr. Rockhill with the result of his sending me 6 plants, each of four varieties, in the spring of 1909. These grew nicely and bore fruit all through the summer and fall. Two of the varieties showed such unusual merit that when Mr. Rockhill offered the plants for sale the past spring, 1910, I purchased 250 plants each of the No. 1 and No. 2 which are now called Francis and Americus, respectively. These have grown nicely and we now have a fine bed of plants of both varieties.

These two varieties are far superior to any other fall bearing strawberries I have ever seen. They are very healthy and vigorous and produce an abundance of new runners and young plants. I think they will average 20 new plants to each parent plant at the present writing, Aug. 15th. The fruit is of good size, good color and excellent in flavor. The Francis is slightly less vigorous than Americus, and Americus may be a little less productive than Francis. At this writing both are covered with fruit and blossoms and are a sight to behold. No one looks at them without being surprised and delighted.







The only difference in management between ordinary strawberries and the everbearing kinds, is in the care of the blossoms. You must pinch off the blossoms and fruit stems until about three weeks before you want fruit, for best results. They will bear a big crop of fruit in the spring and then a fair crop again in the fall. I think they produce a larger crop of fruit in the fall, however, if the blooms are cut until you want the largest show of fruit. The original six plants of each variety bore fruit last summer and fall and the blooms were cut off this summer until July 1st. We picked our first mess of strawberries from these, July 30th, and they are producing a picking every few days right along now and are full of blossoms and green berries. I am quite sure they will continue to bear a good picking every few days until frosts kill them. The plants that were set the past spring were kept clipped of blossoms until August 1st and we are just getting the first few ripe specimens. If more plants are wanted, August 1st is the proper time to stop picking the blossoms, but for all around purposes, I would suggest cutting off the blossoms until July 1st. The only additional work of growing these berries over others is the cutting off of the blossoms and this is very much simplified if they are cut only up to July 1st, as more bloom is produced in July than any other month. My two small children have settled the question of clipping the blossoms this year. The promise of shortcakes and fresh strawberries all through the summer and fall has been sufficient incentive for them.

Ordinary strawberries produce one crop of berries in two years. Everbearing strawberries produce three crops in two years. This is a great advantage. My plan for growing these berries in the future will be to set them in the spring, cut the blossoms to July 1st, allow them to fruit all through the summer and fall, fruit again in June the following year and at any time after that when they show inclination so to do. I did not allow the Francis and Americus to fruit in June, but the Pan American bore a large crop in June and is now bearing a full fall crop. Of course, for best results these plants must not be allowed to become choked with weeds and grass. Mine have been kept scrupulously clean all the time and certainly show great results.

Mr. Rockhill has control and practical monopoly of the Francis and Americus for two years. The few nurserymen who went into the deal, including myself, had to pay \$20.00 per 100 for the original plants and for two years we have to pay Mr. Rockhill 25% of the sales, then the plants are ours. Those who buy plants of us will not be under any restrictions. Mr. Rockhill has fixed the price at \$2.50 per dozen plants. One dozen plants, with good care, will produce enough plants in one season to set a bed large enough to supply a good sized family with strawberries most of the time for six months of the summer season. If the people who purchased plants of me for the past 27 years could all come here and look with their own eyes on my beds of the Francis and Americus during the closing days of August this year, the demand for the plants next spring would be such that the entire supply of these plants would be exhausted before May 1st. There are only 10 men in all the world who have these plants growing and I am the only man who has them in the state of New York.



Front of S. J. Clyde's Store, Pulaski, N.Y., Sept. 1, 1910. All Photos by Chas. D. Hadley, Pulaski, N.Y.

#### DESCRIPTIONS BY MR. ROCKHILL

**No. 1 Now Named "Francis".** Plant medium sized, foliage medium sized and round, with a hard glossy surface, root system medium, fruit medium to large, rather long. A nice, glossy red, quality sweet and good. A fair plantmaker, a strong staminate, fruit-stems long and cannot hold its load of fruit from the ground. A sure variety to fruit on new plants. Spring set plants fruit from July to cold weather. Quite productive. Has fruited during the past five years.

**No. 2 Now Named "Americus".** Plant medium sized, foliage medium, a shade lighter in color than Francis, has a good heavy root system, a fairly good plantmaker, blossoms strongly staminate, fruit light red, heart shaped, of fine texture, good quality, half the size of Brandywine, fruit-stems stout, holding fruit well off the ground, has fruited here the past four years on spring set plants and new runners from July to cold weather. It is not uncommon for a spring set plant to produce from six to twelve well loaded fruit-stalks.

#### HOW FRANCIS AND AMERICUS ORIGINATED

Seeds were started in window boxes in February, 1905, the little plants set in the field about the first of June and the latter part of August they had ripe berries. These were perhaps the first plants on record of the large fruited or *Fragaria Virginiana* type to fruit the same year the seeds were sown.





Pickers at work gathering Fall Strawberries at L. J. Farmer's place, Oct. 20, 1910.

## More About the Fall Bearing Strawberries

Since the foregoing was written (Aug 15th) I have passed through the fruiting season of these berries again, have seen how they behave on my grounds, and have endeavored, by travel and correspondence, to learn as much as possible about these wonderful new strawberries. I find that weather conditions in most sections of the United States have been such that the supply of young plants of these as well as common varieties is unusually limited, except in our own locality and a few other places. I visited in Ohio where it has been very dry this year and Mr. Crawford told me that I probably had more plants of the Francis and Americus than all other growers combined. I visited Mr. Cooper, the originator of the Pan American, and purchased the majority of his stock of "Superb" and "Productive". I now own over one-half of the available plants of the best four varieties of fall bearing strawberries in existence. These varieties are Francis, Americus, Superb and Productive. I also have probably the largest stock of Pan American and Autumn of any grower in the world. I have secured these plants at great expense of money and effort, believing after the most exhaustive research that they are **THE COMING THING IN THE STRAWBERRY LINE**. So far as I can learn, I am the first party to demonstrate what can be done with Fall strawberries in a practical way.

## This Season's Experience

The 500 plants that were set by us in the spring of 1910, were kept clipped of blossoms up to August 1st. On August 23rd we picked 4 quarts of the Francis and took them to a local fair where they attracted great attention. The berries were of good size, of beautiful color, and of the finest flavor. Many people who had never seen strawberries at this time of the year, took them for wax strawberries they were so glossy and attractive. On August 31st we took 8 quarts to the summer meeting of the Oswego County Fruit Growers Association and distributed them among the members. During the week of September 12 to 17th, we picked nearly 100 quarts, 60 quarts were shown at the N. Y. State Fair and 32 quarts were shipped to the new Onondaga Hotel in Syracuse. The largest single day's picking was 48 quarts gathered September 28th. On October 11th, we took 23 quarts to Pulaski Grange it being the occasion of the Annual Harvest Supper and 150 of my fellow grangers sat down and ate fresh strawberry shortcake in October, a thing not one of them had ever done before. On October 20th we made a good sized picking which was used to send to our friends in different parts of the United States, including the editors of Farm Journal, Rail Road Officials etc. The last picking of three quarts was made Nov. 11th and snow had to be scraped away to get the last berries. Since then we have had continuous winter weather, but in brushing away the snow to get a few plants the other day, we found blossoms and berries.

In all, we gathered nearly 400 quarts from the 500 plants and their young runners. They were set 1 foot apart in the rows, and the rows were  $3\frac{1}{2}$  feet apart, thus they occupied just about one twenty-fifth of an acre. This figures out over 8000 quarts to the acre. The berries were mostly sold near home at an average price of 25c per quart. Thus they paid at the rate of over \$2000.00 to the acre. Shipments were made to Oswego, Syracuse and Ogdensburg and for these, we receive 25c per quart f. o. b. Pulaski. The dealers sold them for 40 to 50c per quart. In every case the dealers called for more and we could not nearly supply the demand. Pulaski is a village of 2000 inhabitants and my whole crop could have easily been disposed of at home, but I wished to see what they would do in the cities.

The quality and color of the berries depends upon the amount of sunshine at time of ripening. During the month of August there was much rain this year and it interfered with perfect pollenization. It was rainy all through September and the berries were not at their best, there were many knotty and ill shapen. When the weather was sunshiny, the quality improved materially. Had the weather been right, we could have easily asked and received 50 cents per quart for these berries, but I thought that 25c was all they were worth this year.

They do not make pickings every other day like spring bearing strawberries, but ripen according to the weather, amount of sunshine &c. Some of the time, pickings can be made three times a week, but usually two pickings a week is all you can get, even in pretty fair weather. Towards the last, once a week is as often as you can get a good picking.

The berries are not quite as large as average spring bearing kinds and the color will not run as good. The quality is fine however, and they surpass common strawberries in this respect. Nothing equals them for making shortcakes. They outyield common strawberries, but of course it takes them a longer time, they were in fruit over 80 days with me this season.

These everbearing strawberries are distinguished from common strawberries in that they blossom continuously from May until hard frosts kill them. They



would bear a straggling crop all the time from June until winter if left to themselves. In order to concentrate their energies and to get a good large crop at one time, we pinch off the blossoms up to within three weeks of time they are wanted to begin fruiting. Then they will begin to bear heavily for some time and then gradually let up as the season advances. The Francis began to ripen about two weeks before the Americus and the Americus lasted fully two weeks later than the Francis. Both are valuable varieties and if you have one, you need the other. Of the two varieties that I purchased of Mr Cooper, the Productive is a pistillate and probably the most productive strawberry in existence. The Suberb is the largest fall strawberry I have ever seen, is glossy and very attractive as well as of the finest flavor. These four varieties should go together. 19:8

I never took hold of any kind of fruit that attracted so much attention as have these fall strawberries. The daily press and the farm and horticultural papers all over the United States have contained articles about these strawberries. I never was so interested and enthusiastic over anything myself as I am about these berries. My enthusiasm and interest is shared by everyone who has anything to do with them. Mr. Crawford would like to drop his other business and do nothing but grow these fall strawberries. Mr. Cooper says that eventually they will drive other varieties out because they bear as large or larger crops in the spring as other varieties and you get the fall crop extra.

There can be no doubt that whoever invests in these varieties and gives them good care, will reap great reward. They do not require any particular skill more than common varieties, only more care and painstaking attention. Anybody who can grow strawberries of any kind can grow them, if they will only attend to them in the proper season. I do not advise the careless man who puts off his strawberry bed for everything else, to bother with them, but for the painstaking fellow, there are great possibilities in these fall strawberries. For the average man, how nice it will be to have strawberries nearly all summer. The past season we began picking the Early Ozark June 15th, and from that time on until November 12th, there was only a few days in July that we could not have at any time, gone out in our fields and gathered fresh strawberries.

While the price of plants is high, it must be remembered that they are very scarce and it is better to buy them now and increase them yourselves than to wait for the price to come down. The demand is liable to be beyond the supply for years to come. I think we can figure safely that a dozen plants of any one of the four varieties will make from 200 to 300 new plants in one year, provided they are put on rich soil and given good care.

### Description of Varieties and Prices

FRANCIS (Per.), See description by Mr. Rockhill. Doz. \$2.50; 100, \$20.

AMERICUS (Per.), See description by Mr. Rockhill. Doz. \$2.50; 100, \$20.

PRODUCTIVE (Imp.), This is considered by Mr. Cooper, the most productive fall strawberry. He says it will average to bear a quart to each plant in the spring and a pint to each plant in the fall of the first and second years, when grown in hills and runners clipped. This average of two quarts to the plant is a heavy yield and one has but to multiply the number of plants by two, to find the yield per acre. The plants are strong sturdy growers, rooting very deeply in the soil. It makes plenty of runners. The berries are medium in size, very firm and good shippers, the seeds are prominent on the outside. This variety has been known by the name of Cooper's No. 6 until this fall when he asked me to name it. I named it "Productive" from its strong qualities in this respect. Doz. \$2.50; 100, \$15.



After the Last Strawberries. Photo taken Nov. 11, 1910

SUPERB (Per.), This variety is considered by Mr. Cooper the most valuable variety of fall bearing strawberry in existence. The plants are strong healthy growers with long runners which stretch over a great surface of ground. It does not make such large roots as Productive but the foliage is very strong and healthy. It brings every blossom to maturity, there being no blanks, which is a strong point in a fall strawberry. The berries are very glossy, large and attractive, and like the old Ridgway strawberry, look as if each berry was turned out in a lathe. The flavor is excellent. I picked a quart of these berries at Mr. Cooper's place in the rain on October 25th and brought them to Pulaski where they were photographed October 27th. They were then shipped to Albany and made into shortcake. The plants of Superb are more limited even, than of the other three varieties and hence the high price. Doz. \$5; 100, \$40

I will supply 3 plants each of the four varieties for \$3.50, or 6 plants of each for \$6.25. We can supply the original photographs of any of the illustrations shown in this circular for 25c each postpaid.

Address all Correspondence & Orders to L. J. FARMER, Pulaski, N.Y.

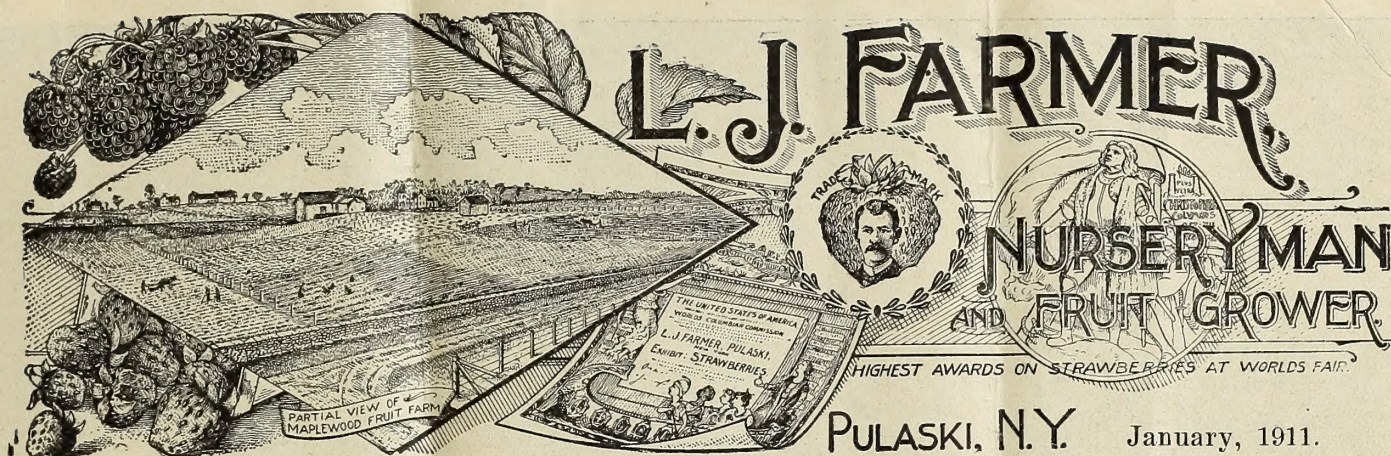












TO MY PATRONS:—

This letter is directed especially to old friends who have patronized me in years gone by.

I am sending this Price List in advance of my regular catalogue, which will be issued in February. I know that there are many who wish to place their orders early and this is why I am mailing the Price List at this time. If there is anybody who receives this that did not get our regular catalogue last year, it shows that their name has been overlooked and not placed on our mailing list. In such a case, we want them to write us at once and give their present address in full.

I want my patrons to notice the sweeping reductions we have made in prices on nearly all lines in this Price List. This is done to favor early buyers. We need the ready cash to use in our business and you should take advantage of these opportunities. Prices will undoubtedly advance before planting time. Our supply of strawberry and raspberry plants, is the largest we have ever offered, but is bound to be rapidly depleted before shipping time, at these low prices, so please order early.

You will notice by the inclosed circular, that I have gone over to the Fall Strawberry Idea, head, neck, body and boots. It is my make-up to throw myself all into a proposition that I believe in, and this is why I have featured the Fall Strawberry so prominently in this circular. I want you to read what I say very carefully. No doubt there is a great opportunity for many people to make money with these Fall Bearing Strawberries. I don't want my friends to neglect the ordinary varieties of strawberries, but just keep right on planting them and try the Fall Bearers in a small way.

It will take at least 10 years to educate the average fruit grower to the value of these berries and it is well that this is so. If every person who receives this letter should order only three plants of these Fall Strawberries, there would not be half enough plants to go round. But they won't. There are a lot of people that cannot be converted in one season, they must be convinced by a slow and tedious process of keeping everlastingly at it. It stands to reason that the ones who buy these plants first and take good care of them, are the ones who will make the most out of them.

In an editorial a short time ago, The Rural New Yorker advised their readers to not rush pell mell into the Fall Strawberries, but to test them in a small way at first and also to let the French varieties and un-named seedlings, of any kinds, alone, and buy only the best named varieties. This advice is well given. If people ordered in large quantities, there would not near be enough plants to supply the demand, even at the prices asked. I do not believe there are enough plants of Francis, Americus, Superb and Productive, to set 6 acres, and a large per cent of the plants will be used by their owners to set new plantations. My advice is to buy a few plants while they are scarce and grow your own plants to set a larger field.

Thanking you for past favors and wishing you the compliments of the season,

I am, yours very truly,

L. J. FARMER.

*P. S. See other side for copies of letters and checks received for Fall Strawberries.*



George W. Miller

Karl H. Miller

**Miller Brothers**  
Successors to John J. Miller  
Staple and Fancy Groceries  
Pure Food Products  
Chicago, New York

L. J. Farmer  
Pulaski  
N.Y.

Oct 22/10

Dear Sir  
Enclosed find Check for 18<sup>50</sup>  
in payment of 74 quart Fall  
Strawberries received on the  
following date.

Sept 23	29 quarts	25¢	725
" 28	24 "	25¢	600
Oct 6	21 "	25¢	525
			<u>1850</u>

It is our pleasure to have the pleasure  
of doing business with you and we hope  
we are very respectfully yours

Miller Bros

MILLER BROTHERS

*The First National Bank*  
OF CHICAGO  
Pay to the order of *L. J. Farmer* \$18<sup>50</sup>  
*Eighteen and 50/100* Dollars  
Chicago, N.Y. 1910

**Andrews Brothers**  
GENERAL OFFICE AND SALESROOMS  
COR. JAMES AND WARREN STS.  
SYRACUSE, NEW YORK.

Sept 28 1910

Dear Sir  
Enclosed please find cheque  
for 5<sup>75</sup> in payment for 23 26 fall  
strawberries at 25¢ per quart

Yours Respect  
Andrews Bros

Andrews Brothers.

No. 96652  
**Syracuse, N.Y.** Sept 28 1910  
**Commercial National Bank**  
Pay to the order of *L. J. Farmer*  
*Five and 75/100* Dollars  
\$5<sup>75</sup>  
*Andrews Bros*



1315-17-19 LAKE ST

**OGDENSBURG, N.Y.** 10/1/10 1910

Mr. L. J. Farmer  
Pulaski, N. Y.

Dear Sir:

Enclosed herewith please find a check (\$6.00)  
being in full for the 24 quarts of Strawberries you shipped  
me Sept. 28th. The berries were very nice and quite a sur-  
prise to my train and myself as this is the first time that  
I have ever had strawberries to offer my train in this Fall.  
I believe that next Fall I can use a number of  
crates if they are as nice as this lot was.

Very truly yours,

*J. Harock*



No. 5496

OGDENSBURG, N.Y.

19

\$6<sup>00</sup>

DOLLARS

PAY TO THE ORDER OF  
*L. J. Farmer*  
THE OGDENSBURG BANK.  
OGDENSBURG, N.Y.

NOT OVER SIX DOLLARS SET

**THE ONONDAGA COMPANY**  
OPERATING  
**THE ONONDAGA**  
SYRACUSE, N.Y.

Oct. 10th 1910

Mr. L. J. Farmer,  
Pulaski, N. Y.

Dear Sir,

Enclosed herewith we are pleased  
to hand you our check in full settlement of  
account for strawberries recently purchased  
from you.

Very truly yours,

The Onondaga Co.

*J. G. Marden*  
Treas.

No. 239

**THE ONONDAGA**

\$8<sup>00</sup>

Syracuse, N.Y. 1910  
Pay to the order of *L. J. Farmer*  
*Eight and 00/100* Dollars  
TO THE FIRST NATIONAL BANK,  
SYRACUSE, N.Y.  
*J. G. Marden*  
TREASURER







